

Shopping with Your Farm Direct Dollars at Farmers Markets and Farm Stands

Revised March 2026



Session Focus

Target Audience: Participants receiving Farm Direct Dollars (vouchers) in a classroom setting

Session Goal: Promote consumption of a healthy diet by encouraging WIC participants to use their Farm Direct vouchers at a farmers market or farm stand to purchase fresh fruits, vegetables, and cut herbs.

Key Content Points:

- Point 1: Specific steps and rules must be followed to use the Farm Direct vouchers at farmers markets and farm stands.
- Point 2: Only eligible produce may be purchased from an authorized farmer at a farmers markets or farm stand.

Session Objectives:

- Objective 1: Participants will be able to identify the steps for using their Farm Direct vouchers to purchase fresh fruits and vegetables from an authorized farmer at the farmers market or a farm stand.
- Objective 2: Participants will be able to identify two fresh fruits or vegetables they would purchase at a farmers market or farm stand as part of a healthy diet.
- Objective 3: Participants who use the WICShopper App will be able to identify Food Hero link as a source of recipes for seasonal fruits and vegetables.
- Objective 4: Participants will be able to identify at least one farmers market or farm stand where they may use their Farm Direct vouchers.



Session Planning

Session Title: Shopping with Your Farm Direct Vouchers at Farmers Markets and Farm Stands

Classroom Location Considerations:

Farm Direct voucher distribution may require more space than usual. Make sure the size of the room is adequate for the number of families scheduled.

Materials Needed: Visit [Staff Resources for Farm Direct Webpage](#)

- ★ *Farm Direct Nutrition Program Brochure (57-1054 Eng/Span)*
- ★ *Oregon Farm Direct Nutrition Program WELCOME HERE Sign*
- ★ *Farmers market poster* for use at Farmers Market information booths, farm stands, and WIC clinics.
- ★ List of local farmers markets and farm stands from the shopper directory - available at myoregonfarm.org after May 1.
- ★ Smart Phone with WICShopper App
- ★ Recipes for fruits and vegetables from Foodhero.org for participants without the WICShopper App
- ★ Flip chart paper and markers
- ★ Paper and Pens

Preparation Needed:

- Print a list of local farmers markets and farm stands for your service area from the website myoregonfarm.org. The Directory is available starting May 1 and updated throughout the season. Direct participants to the website for the most up to date listings.

Time Needed: 30 minutes



Session Outline

- ★ **Facilitator notes:** Farm Direct vouchers and voucher registers will need to be gathered and instructions for voucher distribution shared with participants in the closing comments if voucher distribution is immediately following the session. Post the Farmers Market Poster where participants can see it.

Time	Learning activity	Objective covered
2 min	Opening the session: “Hello, I’m _____ and I am very pleased to be here talking with you about how to buy fresh fruits, vegetables, and cut herbs at farmers markets and farm stands using your Farm Direct vouchers, and how to use Food Hero for finding recipes that use the fresh produce you buy at the market.	
2 min	Warm-up activity: “I’d like to start our time together today by learning a little bit about how much experience you have had with shopping at a farmers market or farm stand using a Farm Direct voucher.” “Raise your hand if you have ever been to a farmers market or farm stand. For those of you with your hands up, how many of you have used a Farm Direct voucher”	



Time	Learning activity	Objective covered
10 min	Activity 1: Explore – Offer – Explore Explore: • “For those of you with experience with using a Farm Direct voucher at a farmers market or farm stand: What if anything would you like to share about that process with those who haven’t?” • Record answers on flip chart • Thank participants for participation Offer: ★ Clarify inaccuracies ★ Handout the Farm Direct Nutrition Program Brochure. Ask participants to turn to the section in the brochure called How to use your Farm Direct Dollars. Ask, what if anything can we add to the list of things to know before you use your Farm Direct Dollars? ★ Facilitator reads aloud any points not covered by audience. ★ Facilitator points out the updated Farmers Market Poster. Farmers market managers will receive these posters and are encouraged to post them at information booths so they can help participants when they have questions. Explore: • “Now that we have gone over all the steps on how to use a Farm Direct voucher at a farmers market or farm stand, what questions do you have about this process?” • Facilitator answers any questions.	1



Time	Learning activity	Objective covered
5 min	Activity 2: Pair Share • “Let’s look at the seasonality chart in the brochure. Hopefully you will see some of your favorite fruits and vegetables listed in that table. Please take a moment and think about what month you might like to go to the farmers market or your local farm stand. • “When you are finished, share with someone sitting next to you what your always buy at the farmers market and maybe one new thing you will try this year. • “How many of you have used the WICShopper App? Have you noticed there’s a link to Foodhero.org? “Foodhero.org has tons of recipes for dishes highlighting seasonal fruits and vegetables.” • “If you don’t have a smart phone, you can find the same recipes on your computer at Foodhero.org. We also have some great fruit and vegetable recipes downloaded from FoodHero.org you can take with you when leave today.”	2, 3



Time	Learning activity	Objective covered
5 min (Tailor this activity based on the size of your county)	Activity 3: “Explore – Offer – Explore” “Let’s take a minute and talk about where you can use your farmers market vouchers.” <u>Explore:</u> • “Who knows which farmers markets and farm stands take your Farm Direct vouchers?” • Record answers on flip chart <u>Offer:</u> ★ Clarify inaccuracies ★ Pass out list of local farmers markets and/or a map showing the location of the farmers markets and farm stands. Let them know locations are added and updated throughout the season. ★ “Not all farmers at a market are authorized to accept your Farm Direct vouchers. You have to look for a sign at the booth before you start shopping or ask market staff. Sometimes a farmers will just forget to post their sign”. ★ Share <i>Oregon Farm Direct Nutrition Program WELCOME HERE</i> sign ★ “You can find the most up to date list of locations with authorized farmers in your area by going to myoregonfarm.org. You can also visit market websites to find more details about special events or vendor information. <u>Explore</u> • “Which of these markets or farm stands would be the most convenient for you?”	4



Time	Learning activity	Objective covered
6 min	Closing the session: • “We’ve gone over the specific steps on how to use a Farm Direct voucher, you’ve highlighted the eligible fruits and vegetables you would like to purchase with your vouchers including what new fruit or vegetable you might try this year, we’ve talked about the link to Foodhero.org recipes on your WICShopper and you’ve identified a farmers market or farm stand that is convenient for you. Please remember that you can’t use your eWIC card to purchase fruits and vegetables at the farmers market. • “Thank you so much for participating in today’s group session. I am sure that you will enjoy shopping for fruits and vegetables with your Farm Direct Dollars. And if you have any questions, please do not hesitate to give us a call.” • Share the next steps for getting their Farm Direct vouchers.	

